BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Subsidiary Diploma in Business Pearson BTEC Level 3 International Foundation Diploma in Business Pearson BTEC Level 3 International Diploma in Business Pearson BTEC Level 3 NatiInternational onal Extended Diploma in Business
Unit number and title	**Unit 25: Relationship Marketing**
Learning aim(s)	**A:** Examine the purposes and benefits to a selected business of relationship marketing
Assignment title	Why use relationship marketing?
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are working as an assistant in the marketing department of a business that is considering introducing a relationship marketing (RM) strategy. You have been asked to report on the relationship marketing of a selected business, and how it contributes to the achievement of the business objectives of that business. This could be a retailer such as Tesco, Debenhams or Marks & Spencer, a restaurant chain such as McDonalds or Wagamama, an airline such as EasyJet or Ryanair, or a business you know to have strong RM strategies.
Task 1	You have been asked to report on the relationship marketing based on your individual investigations of a selected business. The report will evaluate how relationship marketing contributes to it achieving its business objectives. **Independent Research** You should start by choosing **one** suitable business that uses relationship marketing. You will need to carry out independent research into why this business uses relationship marketing and investigate how this contributes to achieving the objectives of the business. This research will be used to support your report. **The report - How relationship marketing can contribute to the achievement of the business objectives of Business X (your chosen business).** Your report should include:

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	● an introduction to your chosen business and an identification of its business objectives e.g. an increase in the quality of service offered to existing customers and increased competitive advantage. ● an explanation of the purpose of relationship marketing (RM), and an analysis of the importance of relationship marketing (RM) to your chosen business. As part of this analysis you will also explain how RM can benefit benefit both a business and its customers ● an evaluation of the extent to which RM can contribute to achieving the business' objectives, using your research to support your arguments and to come to a supported conclusion as to the importance of RM
Checklist of evidence required	Report Independent research

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
29/A.D1	Evaluate the extent to which relationship marketing can contribute to the achievement of the business objectives of a selected business.
29/A.M1	Analyse the importance of relationship marketing to a selected business in achieving its business objectives
29/A.P2	Explain how relationship marketing benefits both a business and its customers.
29/A.P1	Explain the purpose of relationship marketing

Sources of information to support you with this Assignment	**Websites** **www.cim.co.uk** The Chartered Institute of Marketing (CIM) website has a wide range of content and materials include articles and blogs. **www.marketing-schools.org/types-of-marketing/relationship-marketing.html** Marketing Schools produces helpful guides and notes on different marketing strategies used by professionals. **https://referralrock.com/blog/relationship-marketing** Referral Rock is a blog site for growth marketing and insights, producing blogs and guides.
Other assessment materials attached to this Assignment Brief	None